

Rep Order# 6862360 Ver# 1 Status New
EC'd Yes

Traffic Order# 6862360

Printed: 10/10/2012 10:00 AM
Last Received: 10/10/2012 6:34 AM
Showing Buylines: All Lines

1 of 5

Station KTNV-TV LAS VEGAS, NV
Advertiser () HMP/AFSCME
Product HMP/AFSCME
Estimate# 2028
Buyer Laura Bassett
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 138/143/2028
Flight Dates 10/11/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 52,550

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
	2	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	5	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/13-10/13	1	1	1	\$850.00	
	6	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
	7	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	8	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	10/14-10/14	1	1	1	\$850.00	
	9	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	10	TH-F	9A-10A	MORNING BLEND<	:30	\$400.00	10/11-10/12	1	1	1	\$400.00	
	11	TH-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/11-10/12	1	1	1	\$1,000.00	

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Station	KTNV-TV LAS VEGAS, NV	Agency	() WATERFRONT STRATEGIES	Rep Firm								
Advertiser	() .HMP/AFSCME	3050 K ST NW	Sales Office	() PHILADELPHIA								
Product	HMP/AFSCME	WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY								
Estimate#	2028	Agency C/P1/P2/E	138/143/2028	Salesperson Phone#	215-567-6005							
Buyer	Laura Bassett	Flight Dates	10/11/2012 - 10/20/2012	Salesperson FAX#	215-567-5938							
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	TH-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
	13	TH-F	12P-1P	CHEW-ABC	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	14	TH-F	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/11-10/12	1	1	1	\$350.00	
	15	TH-F	3P-330P	MILLIONAIRE	:30	\$500.00	10/11-10/12	1	1	1	\$500.00	
	16	TH-F	4P-5P	JUDGE JUDY	:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
	17	TH-F	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/11-10/12	1	1	1	\$500.00	
	18	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/11-10/12	1	1	1	\$900.00	
	19	TH-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/11-10/12	1	1	1	\$1,000.00	
	20	TH-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/11-10/12	1	1	1	\$1,100.00	
	21	SU	6P-630P	ACTION NWS@6PM	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	
	22	TH-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	23	TH-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	24	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	10/18-10/18	1	1	1	\$5,000.00	
	25	SU	7P-8P	AMERICA FUNNY HOME VIDEOS	:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
	26	TH-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/11-10/12	1	1	1	\$1,500.00	
	27	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/13-10/13	1	1	1	\$1,250.00	
	28	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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29	TH-F	1135P-1205A	NITELINE		:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
30	TH-F	5A-530A	ACTION NWS@5AM<		:30	\$450.00	10/11-10/12	1	1	1	\$450.00	
31	TH-F	530A-6A	ACTION NWS@5AM<		:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
32	M-W	6A-7A	ACTION NWS@6AM<		:30	\$750.00	10/15-10/17	1	1	1	\$750.00	
33	M-W	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	10/15-10/17	2	1	2	\$1,500.00	
34	TH-F	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	10/18-10/19	1	1	1	\$750.00	
35	M-W	9A-10A	MORNING BLEND<		:30	\$400.00	10/15-10/17	1	1	1	\$400.00	
36	M-W	10A-11A	VIEW-ABC		:30	\$1,000.00	10/15-10/17	3	1	3	\$3,000.00	
37	TH-F	10A-11A	VIEW-ABC		:30	\$1,000.00	10/18-10/19	1	1	1	\$1,000.00	
38	M-W	11A-12P	ACTN NEWS@11AM<		:30	\$650.00	10/15-10/17	3	1	3	\$1,950.00	
39	TH-F	11A-12P	ACTN NEWS@11AM<		:30	\$650.00	10/18-10/19	1	1	1	\$650.00	
40	M-W	12P-1P	CHEW-ABC		:30	\$850.00	10/15-10/17	2	1	2	\$1,700.00	
41	TH-F	12P-1P	CHEW-ABC		:30	\$850.00	10/18-10/19	1	1	1	\$850.00	
42	M-W	2P-3P	GENRL HOSPITAL		:30	\$350.00	10/15-10/17	1	1	1	\$350.00	
43	M-W	3P-330P	MILLIONAIRE		:30	\$500.00	10/15-10/17	1	1	1	\$500.00	
44	TH-F	3P-330P	MILLIONAIRE		:30	\$500.00	10/18-10/19	1	1	1	\$500.00	

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	45	M-W	4P-5P	JUDGE JUDY	:30	\$650.00	10/15-10/17	1	1	1	\$650.00	
	46	M-W	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/15-10/17	1	1	1	\$500.00	
	47	TH-F	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/18-10/19	1	1	1	\$500.00	
	48	M-W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/15-10/17	1	1	1	\$900.00	
	49	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/18-10/19	1	1	1	\$900.00	
	50	M-W	730P-8P	MILLIONAIRE	:30	\$850.00	10/15-10/17	1	1	1	\$850.00	
	51	TH-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/18-10/19	1	1	1	\$850.00	
	52	M-W	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/15-10/17	1	1	1	\$1,500.00	
	53	M-W	1135P-1205A	NITELINE	:30	\$750.00	10/15-10/17	1	1	1	\$750.00	
	54	M-W	5A-530A	ACTION NWS@5AM<	:30	\$450.00	10/15-10/17	1	1	1	\$450.00	
	55	M-W	530A-6A	ACTION NWS@5AM<	:30	\$650.00	10/15-10/17	1	1	1	\$650.00	

---REPORT TOTALS---

Report Totals: 61 / \$52,550.00

---SALES MONTHLY TOTALS---

Oct 12: 61 / \$52,550.00

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Salesperson FAX# 215-567-5938

Sales Totals: 61 / \$52,550.00

Station Totals: 61 / \$52,550.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$309,118	KBLR 0%	KLAS 28%	KSNV 37%	KTNV 17%	KTUD 1%
		KVCW 0%	KVMY 3%	KVVU 14%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE